

The Most Awards postponed to early 2021, due to Covid-19 crisis

The Most Awards has been postponed until 25 March 2021.



The organisers of the Awards have taken the decision, in consultation with partners, to postpone the gala event, in light of the challenges being faced by the media industry during the Covid-19 lockdown.

The Most Awards celebrate excellence in the media industry – from media owners across print, digital, cinema, broadcast and out of home (OOH) platforms, through to specialist and full-service media agencies – encouraging exceptional service delivery and healthy professional competition.

Says Brad Aigner, managing director of Freshly Ground Insights who conduct the research:

“ We are hoping that, come September, when the research period begins, business will be able to resume across the media industry. Sales service delivery may change and evolve and acknowledging and celebrating the commitment of media professionals will be a necessary morale boost. ”

It is currently anticipated that the voting process, which was scheduled to start in June, will now kick-off mid-November and close on 15 December 2020.

While the organisers acknowledge the uncertainty brought about by the Covid-19 crisis, they believe it's important to keep the industry informed about plans for this prestigious event and will continue monitoring the situation. Further information regarding the awards criteria will be provided over the coming months.

For further information or to provide any feedback, you can contact Jade Fleishman at fleishmanj@arena.africa.